



East China Normal University GEC International Summer School

BUS11: Introduction to Business and Management

Term: June 17th to July 19th, 2024

Class Hours: Monday through Friday, 110 minutes each day (2,750 minutes in total)

Instructor: TBD

Home Institution: TBD

Office hours: TBD

Email: TBD

Course Description

This course aims to equip students with key knowledge, understanding and skills related to the internal functions and the external environment of businesses. It provides a comprehensive introduction to various business and management topics, including human resource management, finance, marketing, economics, and business ethics.

Prerequisite: None

Course Overview

The course covers the following topics:

1. The nature of business, the external environment of business, and stakeholders
2. Human resource management
3. Accounting and finance
4. Marketing
5. The economic system and business-government relations
6. Business ethics and corporate social responsibility
7. Globalization and international business ethics

Learning Objectives

Upon the completion of this course, students should be able to:



- *Examine* the nature of business, major business functions, the external business environment, and the main social and economic issues faced by enterprises.
- *Outline* organizational structure, culture and values, and discuss how to manage people at work.
- *Evaluate* the importance of accounting and financial information for business managers.
- *Solve* marketing problems and analyze the sustainability issues in marketing.
- *Evaluate* the nature and drivers of globalization, and business situations under ethical considerations.

Required Text

There is no required textbook for this course. All necessary handouts will be distributed throughout the course.

Course Hours

The course has 25 class sessions in total. Each class session is 110 minutes in length, for a total of 2750 minutes of in-class time. The course meets from Monday to Friday. ECNU awards 3 credits for this course. Different universities may count course credits differently. Consult officials at your own home institution.

Attendance

Summer school is very intense and to be successful, students need to attend every class. Occasionally, due to illness or other unavoidable circumstance, a student may need to miss a class. ECNU policy requires a medical certificate to be excused. Any absence may impact on the student's grade. Moreover, ECNU policy is that a student who has more than 3 absences will fail the course. Arriving late or leaving early will count as a partial absence.

Grading Policy



ECNU awards grades of A, A-, B+, B, B-, C+, C, D, and F. Most colleges and universities do not award transfer credit for grades of D or F.

In this course, grading will be based on the following:

Attendance	5%
In-class discussion	15%
Assignments*3	15%*3=45%
Group presentation	15%
Final exam	20%

General Expectations

Students are expected to:

- Attend all classes and be responsible for all material covered in class and otherwise assigned. Any unexcused absence may impact a student's grade.
- Arrive to class on-time: Late arrivals are disruptive to your fellow students and to the conduct of the class.
- Complete the day's required reading and assignments before class
- Review the previous day's notes before class; make notes about questions you have about the previous class or the day's reading
- Refrain from texting, phoning or engaging in computer activities unrelated to class during class (不要用手机) It is highly disrespectful to the professor and to the class.
- Participate in class discussions and complete required written work on time.

Course Schedule

The planned schedule sketched out below may be modified to suit the interests or abilities of the enrolled students or to take advantage of special opportunities or events that may arise during the term.

Week 1

- *Day 1*
 - o *Course outline*



- *Unit 1: The nature of business, the external environment of business, and stakeholders*
- *Read: Unit 1 handout*
- *Day 2*
 - *Unit 1: The nature of business, the external environment of business, and stakeholders (continued)*
 - *Read: Unit 1 handout*
- *Day 3*
 - *Unit 1: The nature of business, the external environment of business, and stakeholders (continued)*
 - *Read: Unit 1 comprehensive case*
- *Day 4*
 - *Unit 1 comprehensive case discussion*
 - *Unit 2: Human resource management*
 - *Read: Unit 2 handout*
- *Day 5*
 - *Unit 2: Human resource management (continued)*
 - *Read: Unit 2 handout*

Week 2

- *Day 1*
 - *Unit 2: Human resource management (continued)*
 - *Read: Unit 2 comprehensive case*
- *Day 2*
 - *Unit 2 comprehensive case discussion*
- *Day 3*
 - *Assignment 1 due*
 - *Unit 3: Accounting and Finance*
 - *Read: Unit 3 handout*
- *Day 4*
 - *Unit 3: Accounting and Finance (continued)*
 - *Read: Unit 3 handout*
- *Day 5*
 - *Unit 3: Accounting and Finance (continued)*
 - *Read: Unit 3 comprehensive case*

Week 3

- *Day 1*



- *Unit 3 comprehensive case discussion*
- *Unit 4: Marketing*
- *Read: Unit 4 handout*
- *Day 2*
 - *Unit 4: Marketing (continued)*
 - *Read: Unit 4 comprehensive case*
- *Day 3*
 - *Unit 4 comprehensive case discussion*
 - *Unit 5: The economic system and business-government relations*
 - *Read: Unit 5 handout*
- *Day 4*
 - *Assignment 2 due*
 - *Unit 5: The economic system and business-government relations (continued)*
 - *Read: Unit 5 handout*
- *Day 5*
 - *Unit 5: The economic system and business-government relations (continued)*
 - *Read: Unit 5 handout*

Week 4

- *Day 1*
 - *Unit 5: The economic system and business-government relations (continued)*
 - *Read: Unit 5 comprehensive case*
- *Day 2*
 - *Unit 5 comprehensive case discussion*
 - *Unit 6: Business ethics and corporate social responsibility*
 - *Read: Unit 6 handout*
- *Day 3*
 - *Unit 6: Business ethics and corporate social responsibility (continued)*
 - *Read: Unit 6 handout*
- *Day 4*
 - *Unit 6: Business ethics and corporate social responsibility (continued)*
 - *Read: Unit 6 comprehensive case*
- *Day 5*
 - *Unit 6 comprehensive case discussion*



- *Unit 7: Globalization and international business ethics*
- *Read: Unit 7 handout*

Week 5

- *Day 1*
 - *Assignment 3 due*
 - *Unit 7: Globalization and international business ethics (continued)*
 - *Read: Unit 7 handout*
- *Day 2*
 - *Unit 7: Globalization and international business ethics (continued)*
 - *Read: Unit 7 comprehensive case*
- *Day 3*
 - *Unit 7 comprehensive case discussion*
 - *Final review session*
- *Day 4*
 - *Group presentation*
- *Day 5*
 - *Final exam*

Academic Honesty

Students are expected to maintain high standards of academic honesty. Specifically, unless otherwise directed by the professor, students may not consult other students, books, notes, electronic devices or any other source, on examinations. Failure to abide by this may result in a zero on the examination, or even failure in the course.